

ORDER



Orders
Order / Rev: 713025 - 1
Alt Order #: 06311992
Product Desc: PRTCT FL TAXPAYERS
Estimate:
Flight Dates: 10/22/12 - 11/02/12
Original Date / Rev: 09/12/12 / 09/13/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact: Steve Hazelton
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Protect Florida Taxpayers
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	23	\$23,000.00	\$19,550.00
10/29/12	11/02/12	31	\$61,800.00	\$52,530.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$23,000.00	\$19,550.00	0.00
November 2012	31	\$61,800.00	\$52,530.00	0.00
Totals	54	\$84,800.00	\$72,080.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/22/12	10/25/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWT---	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---		4			\$600.00			0.00			
2	WTSP	10/22/12	10/26/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5			\$400.00			0.00			
3	WTSP	10/22/12	10/26/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5			\$1,000.00			0.00			
4	WTSP	10/22/12	10/26/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5			\$1,000.00			0.00			
5	WTSP	10/23/12	10/25/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-T-T---	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-T---		2			\$1,600.00			0.00			
6	WTSP	10/22/12	10/22/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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 Alt Order #: 06311992
 Flight Dates: 10/22/12 - 11/02/12

Advertiser: Protect Florida Taxpayers
 Product Desc: PRTCT FL TAXPAYERS
 Estimate:

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	10/22/12	10/22/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M- - - - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1			\$4,000.00			0.00			
7	WTSP	10/28/12	10/28/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	- - - - - S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S		1			\$1,400.00			0.00			
8	WTSP	10/29/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF- -	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$600.00			0.00			
9	WTSP	10/29/12	11/02/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWTF- -	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$400.00			0.00			
10	WTSP	10/29/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF- -	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$1,000.00			0.00			
11	WTSP	10/29/12	11/02/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF- -	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$1,000.00			0.00			
12	WTSP	10/30/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- TW- F- -	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TW- F- -		3			\$1,600.00			0.00			
13	WTSP	10/29/12	11/02/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M- W- F- -	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- W- F- -		3			\$4,000.00			0.00			
14	WTSP	10/29/12	11/02/12	730-8p Jeopardy	CM	730-8p	MTWTF- -	:30	5	\$6,000.00	P-2	0.00	NM	5	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF- -		5			\$6,000.00			0.00			
													Totals	54	\$84,800.00